

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims as follows:

1. (currently amended) An information inquiry apparatus capable of communication with a terminal of a user, that receives information inquiry of a user from a terminal connected through a communication pathway and that receives advertising information of a product, including pricing data and/or an advertisement link that allows access to additional advertising information, from an advertising company, the information inquiry apparatus comprising:

an electronic data storage device that stores;

an inquiry information file that stores the inquiry information of the user, and

an advertisement information file that stores the advertising information that includes an advertisement item of an advertising company, pricing data of the advertisement items and identification information of the advertising company. [[:]] and

simulation information that includes a result of a payment simulation for a purchase of an advertisement item selected by the user; and

a computer processor that executes;

~~retrieval of user information according to the information inquiry of the user,~~

an inquiry image display generator that generates and transmits display data from the inquiry information file and transmission of the advertisement information to the user terminal file so that a display image of the display data contains the retrieved user information and the advertising information,

a purchase simulator that

receives selection of an advertisement item and payment information for a purchase of the selected advertisement item input by the user from the terminal,

simulates payment for the advertising company a purchase of the advertising company product based upon the retrieved user information and the received advertising information including advertisement item selected by the user and the payment information input

by the user, based on the pricing data of selected advertisement item, and stores simulation information including a result of the payment simulation in association with identification information of the user in the electronic storage device;[[,]] and a product promotion analyzer that computes a product promotion result of the advertising information based upon the purchase of transmits the simulation information including the result of the payment simulation for the purchase of the advertisement item selected by the user to the advertising company identified by the identification information of the advertising companyproduct by the purchase simulator and transmits the product promotion result of more than one users in aggregate to the advertising company such that privacy is further ensured for the more than one users.

2. (cancelled)

3. (currently amended) The information inquiry apparatus in claim 2 according to claim 1, wherein the user is an employee of an organization and the confirmation information is sent to the organization.

4-5. (CANCELLED)

6. (currently amended) The information inquiry apparatus inaccording to claim 1, wherein the user is an employee of an organization and the advertising information includes information tailored to at least one of an employee income level, an employee organizational unit and an employee information input.

7. (currently amended) An employee information communicationA method of simulating a purchase of an advertisement item by a user, comprising:
electronically storing employee information of an organization including at least one of employee name, employee company, employee number and employee password;
electronically storing advertising information that includes an advertisement item of an advertising company, pricing data of the advertisement items and identification information of the advertising company of a product, including pricing and/or an advertisement link that allows access to additional advertising information, from an advertising company;
electronically storing employee detailed wage information including at least one of employee number, employee company, employee name, payment amounts, deduction amounts

and date of payment from the organization;

receiving an inquiry from an employee of the organization;

generating and transmitting to the employee a detailed wage image that includes the advertising information, the employee information and the employee detailed wage information;

receiving selection of an advertisement item and payment information for a purchase of the selected advertisement item input by the user at a terminal;

simulating, by a computer, payment for on-behalf of the organization and the advertising company a purchase of the advertising company product based upon the employee detailed wage information of the organization and the advertising information including advertisement item selected by the user and the payment information input by the user, based on the pricing data of the selected advertisement item;

storing simulation information including a result of the payment simulation in association with identification information of the user in the electronic storage device; and

sending the simulation information including the result of the payment simulation for the purchase of the advertisement item selected by the user to computing a product promotion result of the advertising information based upon the simulating on-behalf of the organization and the advertising company of the purchase of the advertising company identified by the identification information of the advertising company product and transmitting the product promotion result of more than one employees in aggregate to the advertising company so that privacy is further ensured for the more than one employees.

8-11. (CANCELLED)

12. (currently amended) The employee information communication method in claim 7, wherein the user is an employee of an organization and the advertising information includes information tailored to at least one of an employee income level, an employee organizational unit and an employee information input.

13. (Currently Amended) An employee information communication system, comprising:

a terminal usable by a user; and

an apparatus, comprising:

a first electronic data storage device that stores employee information of an organization including at least one of employee name, employee company, employee number and employee

password;

a second an electronic data storage device that stores advertising information that includes an advertisement item of an advertising company, pricing data of the advertisement items and identification information of the advertising company, of a product, including pricing and/or an advertisement link that allows access to additional advertising information, from an advertising company;

a third electronic data storage device that stores employee detailed wage information including at least one of employee number, employee company, employee name, payment amounts, deduction amounts and date of payment from the organization;

an image generator that receives an inquiry from an employee of the organization and generates and transmits to the employee a detailed wage image that includes the advertising information, the employee information and the employee detailed wage information;

a computer processor that executes:

a purchase simulator that

receives selection of an advertisement item and payment information for a purchase of the selected advertisement item input by the user from the terminal, and

of the organization that simulates payment for the advertising company a purchase of the advertising company product based upon the employee detailed wage information of the organization and the advertising information including advertisement item selected by the user and the payment information input by the user, based on the pricing data of the selected advertisement item; and

a product promotion analyzer that computes a product promotion result of the advertising information based upon the purchase of transmits simulation information including a result of the payment simulation for the purchase of the advertisement item selected by the user to the advertising company identified by the identification information of the advertising company product by the purchase simulator and transmits the product promotion result of more than one employees in aggregate to the advertising company so that privacy is further ensured for the more than one employees.

14-17. (CANCELLED)

18. (ORIGINAL) The employee information apparatus in claim 13, wherein the advertising information includes information tailored to at least one of an employee income level, an employee organizational unit and an employee information input.

19-23. (cancelled)